



KNXV

ORDER

Flight Dates 07/24/12-08/01/12

Contract / Revision 304757 / Wil Cardon for Senate 2012

Original Date / Revision 07/27/12 07/27/12
 Agency Com 15%
 Billing Contact

Advertiser Cardon / Republican / Senat
 PO Box 288
 Alexandria, VA 22313

Agency Media Placement Technolog

Buying Contact
 Sales Office EWSDC
 Sales Region NAT
 Agency Ref
 500 N Washington Street - Suite #3
 Alexandria, VA 22314

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Sep 00:10:00
 Estimate # TV: 07240730 :30's
 Alt Order #
 Billing Type Cash
 Order Type GENERAL
 Billing Cycle EOM/EOC
 Billing Calendar BROADCAST
 Demographic A25-54
 Rev Codes POL POL CAND
 Product Codes PL
 Priority P-6
 Advertiser Ref

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	78	\$28,768.25	\$33,845.00	0.00	06/25/12	07/29/12	78	\$28,768.25	\$33,845.00
August 2012	16	\$6,846.75	\$8,055.00	0.00	07/30/12	08/01/12	16	\$6,846.75	\$8,055.00
Totals	94	\$35,615.00	\$41,900.00	0.00					

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KNXV	07/24/12	07/30/12	M-F 5-6am M-F 5-6am	CM	5am-6am	22222--	:30	10	\$100.00	P-3	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	-2222--	8		\$100.00		0.00						
Week:		07/30/12	08/05/12	2-----	2		\$100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
10	KNXV	07/30/12-08/05/12		M-F 5-6am	5am-6am		M-----	:30		(\$100.00)		0.00	NM		

See MG 1.11



KNXV

Print Date: 07/27/12

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**KNXV-TV
PHOENIX**Contract / Revision **304757** Flight Dates **07/24/12-08/01/12**

Hiatus Dates

Original Date / Revision 07/27/12/ 07/27/12

Order Sep 00:10:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07240730 :30's**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KNXV	07/24/12	07/30/12	M-F 5-6am M-F 5-6am	CM	5am-6am	22222--	:30	10	\$100.00	P-3	0.00 NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		07/30/12	08/05/12	2-----	2		\$100.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
11	KNXV	07/31/12-08/01/12		M-F 5-6am		5am-6am	-TW-----	:30		\$100.00		0.00 NM		
Ⓜ MG for 1.10 07/30														
E 2	KNXV	07/24/12	07/30/12	M-F 6-7am M-F 6-7am	CM	6am-7am	22222--	:30	10	\$225.00	P-3	0.00 NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		07/23/12	07/29/12	-2222--	8		\$225.00	0.00						
Week:		07/30/12	08/05/12	2-----	2		\$225.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
10	KNXV	07/30/12-08/05/12		M-F 6-7am		6am-7am	M-----	:30		(\$225.00)		0.00 NM		
See MG 2.11														
11	KNXV	07/31/12-08/01/12		M-F 6-7am		6am-7am	-TW-----	:30		\$225.00		0.00 NM		
Ⓜ MG for 2.10 07/30														
E 3	KNXV	07/24/12	07/30/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222--	:30	10	\$225.00	P-3	0.00 NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		07/23/12	07/29/12	-2222--	8		\$225.00	0.00						
Week:		07/30/12	08/05/12	2-----	2		\$225.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
10	KNXV	07/30/12-08/05/12		M-F 7-9am		7am-9am	M-----	:30		(\$225.00)		0.00 NM		
See MG 3.11														
11	KNXV	07/31/12-08/01/12		M-F 7-9am		7am-9am	-TW-----	:30		\$225.00		0.00 NM		
Ⓜ MG for 3.10 07/30														
4	KNXV	07/28/12	07/28/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:30	1	\$75.00	P-6	0.00 NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		07/23/12	07/29/12	-----S-	1		\$75.00	0.00						
5	KNXV	07/29/12	07/29/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	1	\$75.00	P-6	0.00 NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		07/23/12	07/29/12	-----S	1		\$75.00	0.00						
6	KNXV	07/24/12	07/30/12	M-F 9am-10am Sonoran Living	CM	9am-10am	11111--	:30	5	\$100.00	P-3	0.00 NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		07/23/12	07/29/12	-1111--	4		\$100.00	0.00						
Week:		07/30/12	08/05/12	1-----	1		\$100.00	0.00						
E 7	KNXV	07/24/12	07/30/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	11111--	:30	5	\$80.00	P-6	0.00 NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		07/23/12	07/29/12	-1111--	4		\$80.00	0.00						
Week:		07/30/12	08/05/12	1-----	1		\$80.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
5	KNXV	07/30/12-08/05/12		M-F 11am-12pm		11am-12pm	M-----	:30		(\$80.00)		0.00 NM		
See MG 7.6														
6	KNXV	07/31/12-08/01/12		M-F 11am-12pm		11am-12pm	-TW-----	:30		\$80.00		0.00 NM		
Ⓜ MG for 7.5 07/30														
E 8	KNXV	07/24/12	07/30/12		CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00 NM	5	\$1,125.00



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Contract / Revision **304757** Flight Dates **07/24/12-08/01/12**

Hiatus Dates

Original Date / Revision 07/27/12/ 07/27/12

Order Sep 00:10:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07240730 :30's**

													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
				M-F 430pm-5pm											
				M-F 430pm-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/23/12		07/23/12	07/29/12	-1111--	4		\$225.00		0.00						
Week: 07/30/12		07/30/12	08/05/12	1-----	1		\$225.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>			
5	KNXV	07/30/12-08/05/12		M-F 430pm-5pm		430pm-5pm	M-----	:30		(\$225.00)		0.00 NM			
See MG 8.6															
6	KNXV	07/31/12-08/01/12		M-F 430pm-5pm		430pm-5pm	-TW-----	:30		\$225.00		0.00 NM			
Ⓜ MG for 8.5 07/30															
9	KNXV	07/24/12	07/30/12	M-F 4pm-430pm	CM	4pm-430pm	11111--	:30	5	\$200.00	P-6	0.00 NM	5	\$1,000.00	
				4PM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/23/12		07/23/12	07/29/12	-1111--	4		\$200.00		0.00						
Week: 07/30/12		07/30/12	08/05/12	1-----	1		\$200.00		0.00						
10	KNXV	07/24/12	07/30/12	M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$450.00	P-3	0.00 NM	5	\$2,250.00	
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/23/12		07/23/12	07/29/12	-1111--	4		\$450.00		0.00						
Week: 07/30/12		07/30/12	08/05/12	1-----	1		\$450.00		0.00						
E 11	KNXV	07/24/12	07/30/12	M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$450.00	P-3	0.00 NM	5	\$2,250.00	
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/23/12		07/23/12	07/29/12	-1111--	4		\$450.00		0.00						
Week: 07/30/12		07/30/12	08/05/12	1-----	1		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>			
5	KNXV	07/30/12-08/05/12		M-F 6pm-630pm		6pm-630pm	M-----	:30		(\$450.00)		0.00 NM			
See MG 11.6															
6	KNXV	07/31/12-08/01/12		M-F 6pm-630pm		6pm-630pm	-TW-----	:30		\$450.00		0.00 NM			
Ⓜ MG for 11.5 07/30															
12	KNXV	07/28/12	07/28/12	Sa 6pm News	CM	6pm-630p	-----S-	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00	
				SA 6pm-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/23/12		07/23/12	07/29/12	-----S-	1		\$250.00		0.00						
13	KNXV	07/29/12	07/29/12	Su 5pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00	
				SU 5pm-530pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/23/12		07/23/12	07/29/12	-----S	1		\$250.00		0.00						
14	KNXV	07/24/12	07/30/12	M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$750.00	P-3	0.00 NM	5	\$3,550.00	
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/23/12		07/23/12	07/29/12	-1111--	4		\$700.00		0.00						
Week: 07/30/12		07/30/12	08/05/12	1-----	1		\$750.00		0.00						
15	KNXV	07/28/12	07/28/12	SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00	
				SA 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/23/12		07/23/12	07/29/12	-----S-	1		\$450.00		0.00						
16	KNXV	07/30/12	07/30/12	Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$3,500.00	P-2	0.00 NM	1	\$3,500.00	
				Glass House											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		07/30/12	08/05/12	M-----	1		\$3,500.00		0.00						
17	KNXV	07/25/12	07/25/12		CM	9pm-10pm	--W----	:30	1	\$2,000.00	P-3	0.00 NM	1	\$2,000.00	

KNXV-TV
PHOENIX

Contract / Revision **304757** Flight Dates 07/24/12-08/01/12

Hiatus Dates

Original Date / Revision 07/27/12/ 07/27/12

Order Sep 00:10:00

Advertiser	Cardon / Republican / Sena	Product	Wil Cardon for Senate 2012	Estimate #	TV: 07240730 :30's
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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Wednesday Prime C															
Final Witness															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	--W----		1			\$2,000.00			0.00			
18	KNXV	07/27/12	07/27/12	Friday Prime A	CM	7pm-8pm	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
Shark Tank															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--		1			\$2,000.00			0.00			
19	KNXV	07/27/12	07/27/12	Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
Friday 8-10pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--		1			\$1,000.00			0.00			
20	KNXV	07/27/12	07/27/12	Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
Friday 8-10pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--		1			\$3,000.00			0.00			
21	KNXV	07/28/12	07/28/12	ABC Saturday Prime	CM	7pm-10pm	-----S-	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
Saturday Prime															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-		1			\$1,500.00			0.00			
22	KNXV	07/29/12	07/29/12	Sunday Prime A	CM	6pm-7pm	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
AFHV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S		1			\$2,000.00			0.00			
23	KNXV	07/24/12	07/30/12	M-F 10-1035pm	CM	10pm-1035pm	11111--	:30	5	\$850.00	P-3	0.00	NM	5	\$4,250.00
10pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	-1111--		4			\$850.00			0.00			
Week:		07/30/12	08/05/12	1-----		1			\$850.00			0.00			
24	KNXV	07/28/12	07/28/12	SA 10-1035pm	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
10pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-		1			\$450.00			0.00			
25	KNXV	07/29/12	07/29/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
10pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S		1			\$850.00			0.00			
26	KNXV	07/24/12	07/30/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	11111--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
Nightline															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	-1111--		4			\$350.00			0.00			
Week:		07/30/12	08/05/12	1-----		1			\$350.00			0.00			
27	KNXV	07/29/12	07/29/12	Su 4pm/430pm News	CM	4-430pm/430pm-5p	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
Su 4pm/430pm News (4:00 PM-4:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S		1			\$150.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/23/12-07/29/12		Su 4pm/430pm News		4-430pm/430pm-5p	-----S	:30		(\$150.00)		0.00	NM		
See MG 27.2															
[NA. There is not a 4pm News on 7/29. jtaylor 7/19/12]															
2	KNXV	07/29/12-07/29/12		SU 4pm-430pm		4pm-430pm	-----S	:30		\$150.00		0.00	NM		
Ⓜ MG for 27.1 07/29															



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Contract / Revision **304757** Flight Dates **07/24/12-08/01/12**

Hiatus Dates

Original Date / Revision 07/27/12/ 07/27/12

Order Sep 00:10:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07240730 :30's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
28	KNXV	07/24/12	07/27/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-TWTF--	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
MG from order 304718															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	-TWTF--	2		\$700.00		0.00						
29	KNXV	07/24/12	07/27/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-TWTF--	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
MG from order 304718															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	-TWTF--	1		\$225.00		0.00						
E 30	KNXV	07/29/12	07/29/12	SU 4pm-430pm SU 4pm-430pm	CM	4pm-430pm	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
MG from order 304718															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	-----S	1		\$150.00		0.00						

*Tax 1 Note: Tax 0.5%.